ORDER

Orders Order / Rev: 37174

Alt Order #: 08859156 AFSCME / ISSUE

Product Desc: Estimate:

Flight Dates: 09/05/12 - 09/25/12

Original Date / Rev: 09/04/12 / 09/04/12

Order Type: **GENERAL** KLAS

Primary AE: Todd Berry

Sales Office: K-PHI

Sales Region:

National

Name: Campaign Group Agency

Buying Contact:

Billing Contact:

1600 Locust Street Philadelphia, PA 19103

Cash Billing Type: Broadcast Billing Calendar:

Billing Cycle: EOM/EOC

Agency Commission:

15%

04/10/08

00:10:00

Advertiser

Name:

AFSCME - IS

Demographic: A35+

PO4

Product Codes: Priority: LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	125	\$155,365.00	\$132,060.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	125	\$155,365.00	\$132,060.25	0.00
Totals	125	\$155,365.00	\$132,060.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry			Start Of Order - End Of Order	100%

Order Share	Share	Tota			
KLAS	26%	\$155,365.00			
Market	100%	\$597,557.69			

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	13%	\$77,682.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	33%	\$197,194.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	1	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	3	09/05/12	09/25/12	Live w/Kelly	CM	9-10a	MTWTF	:30	5	\$750.00LV1	0.00 NM	14	\$10,500.00
					Live With Regis 8	& Kelly								
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek:	09/0	05/12	09/11/12	MTWTF	5	\$750.00	0.00						
V	leek:	09/1	12/12	09/18/12	MTWTF	5	\$750.00	0.00						
٧	Veek:	09/1	19/12	09/25/12	MTWTF	4	\$750.00	0.00						
E 2	8	3	09/05/12	09/25/12		CM	12-1230p	MTWTF	:30	5	\$750.00LV1	0.00 NM	13	\$9,750.00

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KLAS

Order / Rev:

37174

Advertiser:

AFSCME - IS

Alt Order #:

08859156

Product Desc:

AFSCME / ISSUE

Flight Dates:

09/05/12 - 09/25/12

Estimate:

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break 8 News Now Noon M-F 8 News Now Noon M-F Weekdays Spots/Week Rating **Start Date End Date** Rate MTWTF--0.00 Week: 09/05/12 09/11/12 5 \$750.00 MTWTF--0.00 Week: 09/12/12 09/18/12 5 \$750.00 MTWTF--\$750.00 0.00 Week: 09/19/12 09/25/12 3 MTWTF--:30 3 \$1,100.00LV1 0.00 NM 9 \$9,900.00 E 3 8 09/05/12 09/25/12 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F **NEWS End Date** Weekdays Spots/Week Rating Start Date Rate MTWTF--3 \$1,100.00 0.00 Week: 09/05/12 09/11/12 MTWTF--0.00 Week: 09/12/12 09/18/12 3 \$1,100.00 MTWTF--0.00 3 \$1,100.00 Week: 09/19/12 09/25/12 0.00 NM \$11,700.00 E 4 8 09/05/12 09/25/12 8 News Now 5-630p M-FCM 5-630p MTWTF--:30 3 \$1,300.00LV1 8 News Now 5-630p M-F **NEWS End Date** Weekdays Spots/Week Rating Start Date Rate Week: 09/03/12 09/09/12 --WTF--3 \$1,300.00 0.00 MTWTF--Week: 09/10/12 09/16/12 3 \$1,300.00 0.00 MTWTF--0.00 1 \$1,300.00 09/23/12 Week: 09/17/12 Week: 09/24/12 09/30/12 MT----2 \$1,300.00 0.00 ----s-\$700.00LV1 0.00 NM 3 \$2,100.00 :30 09/08/12 09/22/12 8 News Now Sat 5-7p CM E 5 8 News Now Sat 5-7p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----5-\$700.00 0.00 ----s-0.00 \$700.00 Week: 09/10/12 09/16/12 ----5-Week: 09/17/12 09/23/12 \$700.00 0.00 4-430p, 630-7p :30 1 \$1,200.00LV1 0.00 NM \$1,200.00 09/16/12 09/23/12 8 News Now Sun 5-7p CM 8 News Now Sun (4:00 PM-4:30 PM) **NEWS AFTER FOOTBALL** Weekdays Spots/Week Rating **Start Date** End Date Rate 09/16/12 ----S 1 \$1,200.00 0.00 Week: 09/10/12 \$0.00 0.00 Week: 09/17/12 09/23/12 0 0.00 NM 8 09/05/12 09/25/12 7-8p Rotator CM 7-8p MTWTF--:30 2 \$1,200.00LV1 8 \$9,600.00 7-8p Rotator Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 09/03/12 09/09/12 --WTF--1 \$1,200.00 MTWTF--09/16/12 \$1,200.00 0.00 Week: 09/10/12 1 MTWTF--3 \$1,200.00 0.00 Week: 09/17/12 09/23/12 MT----Week: 09/24/12 09/30/12 3 \$1,200.00 0.00 -T----:30 1 \$7,500.00LV1 0.00 NM 1 \$7,500.00 09/25/12 09/25/12 Tue 10-11p CM 10-11p E 9 R Vegas **VEGAS** Rating Start Date **End Date Weekdays** Spots/Week Rate 1 \$7,500.00 09/30/12 -T----0.00 Week: 09/24/12 \$3,000.00 F 10 8 09/22/12 09/22/12 Sat Prime Special CM 8-10p ----S-:30 1 \$3,000.00LV1 0.00 NM KLAS Movie: Dick **CRIMETIME** Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 09/17/12 09/23/12 ----S-\$3,000.00 0.00 09/05/12 09/25/12 8 News Now 11p M-F 11-1135p MTWTF--:30 3 \$1,900.00LV1 0.00 NM \$17,100.00 E 11 8 CM 8 News Now 11p M-F **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF--3 \$1,900.00 0.00 Week: 09/05/12 09/11/12 MTWTE--Week: 09/12/12 09/18/12 3 \$1,900.00 0.00 MTWTF--3 \$1,900.00 0.00 Week: 09/19/12 09/25/12 \$900.00LV1 0.00 NM \$2,700.00 09/08/12 09/22/12 8 News Now Sat 11p 11-1135p ----S-:30 3 E 12 8 8 News Now Sat 11p **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/03/12 09/09/12 ----5-\$900.00 0.00

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KLAS

Order / Rev:

37174

AFSCME - IS Advertiser:

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08859156

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Product Desc: AFSCME / ISSUE

Estimate:

New Now Sat 11p	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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Heat Central													
E13 8				=	-	-							
Letterman								:30	3	\$750.00LV1	0.00 NM	9	\$6.750.00
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Meek: 0915/12 0915/12						•							
E14					-	-							
Craig Ferguson				Craig Ferguson	CM			:30	3	\$350.00LV1	0.00 NM	9	\$3,150,00
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Start Date End Date Weekdays Spots/Week Rate Rating	FILEN	ı		Ellen									
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Start Date Week: 09/10/12 End Date 09/16/12 Weekdays T Spots/Week 1 \$7,500.00 Rate 0.00 Rating 0.00 E 20 8 09/23/12 09/23/12 09/23/12 Sun 9-10p The Good Wife CM 9-10p The Good Wife S :30 1 \$8,500.00 LV1 0.00 NM 1 \$8,500.00 LV1 0.00 NM THE GOOD WIFE Start Date Week: 09/17/12 09/23/12 09/23/12S End Date 1 \$8,500.00 0.00 Rating New New New New New New New New New New	DEDO	ON OF 151	TDECT	Person Of Interes	st								
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Ent Tonight Weekend													 · ·
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Print Date: 09/04/12 14:09:53 Page 4 of 4

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AFSCME / ISSUE

Estimate:

Ln Ch Start End	Inventory Code Brea	< Start/End	I Time Days	Len S	Snote	Rate Pri	Pta Type	Snote	Amount
					ppots				
N22 8 09/08/12 09/22/1	2 Sat 7-8p - ET Wknd CM	7-8p	S-	:30	1	\$500.00LV1	0.00 NM	3	\$1,500.00
	Ent Tonight Weekend								
Start Date End Date	Weekdays Spots/Wee	<u> Rate</u>	Rating						
Week: 09/03/12 09/09/12	S-	1 \$500.00	0.00						
Week: 09/10/12 09/16/12	S-	1 \$500.00	0.00						
Week: 09/17/12 09/23/12	S-	1 \$500.00	0.00						
N23 8 09/09/12 09/16/1	2 CBS News Sunday Morr@M	CBS Sunda	y MorniS	:30	1	\$1,500.00LV1	0.00 NM	2	\$3,000.00
	CBS News Sunday Morning								
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/03/12 09/09/12	S	1 \$1,500.00	0.00						
Week: 09/10/12 09/16/12	S	1 \$1,500.00	0.00						
N24 8 09/25/12 09/25/1	2 Tue 8-9p CM	8-9p	-T	:30	15	18,000.00LV1	0.00 NM	1	\$18,000.00
1124 0 00/20/12 00/20/1	NCIS	0	·			,			
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
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N25 8 09/12/12 09/12/1	2 Wed 9-10p CM	9-10p	W	:30	1	\$7,500.00LV1	0.00 NM	1	\$7,500.00
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Start Date End Date	Weekdays Spots/Wee	k Rate	Rating						
Week: 09/10/12 09/16/12		1 \$7,500.00	0.00						
							Totala	125	\$155,365.00
							Totals	125	φ100,300.00